



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

SHORR, JOHNSON, MAGNUS & PARTNERS,
LLC - 22132
ATTN: MICHAEL D'ETTORE
1831 CHESTNUT STREET #602
PHILADELPHIA PA 19103

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand				Product Code				Station/Market														
400670	09-27-2012	09-27-2012	1	CASEY FOR SENATE, BOB	BOB CASEY FOR SENATE				POLITICALS				WPVI - PHILADELPHIA														
Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing M (Broadcast Month, Cycle 1)				Package N	Contract Title														
Line	Start Date	End Date	Time Period		Description			RC	Duration	M	T	W	F	S	SPW	Price	Tot Spots	Total \$									
1	09-28-2012	09-28-2012	05:00AM - 06:00AM		MORNING NEWS 5A MO-FR (6948)			8	30				1		1	700	1	700.00									
2	10-01-2012	10-01-2012	05:00AM - 06:00AM		MORNING NEWS 5A MO-FR (6948)			8	30	1					1	700	1	700.00									
3	09-28-2012	09-28-2012	07:00AM - 09:00AM		MORNING NEWS GMA 7A MO-FR (6910)			8	30				3		3	1,600	3	4,800.00									
4	10-01-2012	10-01-2012	07:00AM - 09:00AM		MORNING NEWS GMA 7A MO-FR (6910)			8	30	3					3	1,600	3	4,800.00									
5	09-28-2012	09-28-2012	06:00AM - 07:00AM		MORNING NEWS 6A MO-FR (6949)			8	30				2		2	1,500	2	3,000.00									
6	10-01-2012	10-01-2012	06:00AM - 07:00AM		MORNING NEWS 6A MO-FR (6949)			8	30	2					2	1,500	2	3,000.00									
M	MG Group #		Preempted	Rate Reason	MG Description			Duration	X	X				2	1,400	2	2,800.00										
	333046		10-01-2012	1,500 PER SALES MANAGEMENT	2 X 30 @ \$1,400 M 06:00AM - 07:00AM - 10/01/12-10/01/12 (6949),													200.00									
			10-01-2012	1,500 PER SALES MANAGEMENT	1 X 30 @ \$200 S 12:35AM - 01:35AM - 09/29/12-09/29/12 (7766)													200.00									
			Total:	3,000											Preempt Total:		-2	-3,000.00									
	7	09-28-2012	09-28-2012	04:00PM - 05:00PM		EARLY NEWS 4P MO-FR (7239)			8	30			1		1	1,100	1	1,100.00									
8	10-01-2012	10-01-2012	04:00PM - 05:00PM		EARLY NEWS 4P MO-FR (7239)			8	30	1					1	1,100	1	1,100.00									
9	09-28-2012	09-28-2012	07:00PM - 07:30PM		ACCESS MO-FR JEOPARDY (7063)			9	30			1		1	1,800	1	1,800.00										
10	10-01-2012	10-01-2012	07:00PM - 07:30PM		ACCESS MO-FR JEOPARDY (7063)			9	30	1					1	2,000	1	2,000.00									
11	09-28-2012	09-28-2012	07:30PM - 08:00PM		ACCESS MO-FR WHEEL (7064)			9	30			1		1	1,800	1	1,800.00										
12	10-01-2012	10-01-2012	07:30PM - 08:00PM		ACCESS MO-FR WHEEL (7064)			9	30	1					1	2,000	1	2,000.00									

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M>New Makegood Activity, CM=Combined Makegood



Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

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DATE: 09-28-2012 PAGE: 2 of 3

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Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
400670	09-27-2012	09-27-2012	1	CASEY FOR SENATE, BOB	BOB CASEY FOR SENATE	POLITICALS	WPVI - PHILADELPHIA

Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing M (Broadcast Month, Cycle 1)	Package N	Contract Title					
Line	Start Date	End Date	Time Period	Description			RC	Duration	M T W T F S S	SPW	Price	Tot Spots	Total \$		
13	10-01-2012	10-01-2012	08:00PM - 10:00PM	PRIME MO8 (7008)			9	30	2	2	8,500	2	17,000.00		
14	09-30-2012	09-30-2012	09:00PM - 10:00PM	PRIME REVENGE PREMIERE (9955)			8	30		1	14,000	1	14,000.00		
15	09-28-2012	09-28-2012	11:40PM - 12:07AM	LF NIGHTLINE 1135P LTC 1/7/13 (6970)			8	30		1	1,500	1	1,500.00		
M	MG Group #	Preempted	Rate Reason	MG Description			Duration	X X	1 1	1 1	1,300 200	1 1	1,300.00 200.00		
	333048	09-28-2012	1,500 PER SALES MANAGEMENT	1 X 30 @ \$1,300 F 11:40PM - 12:07AM - 09/28/12-09/28/12 (6970), 1 X 30 @ \$200 S 12:35AM - 01:35AM - 09/29/12-09/29/12 (7766)											
R	Total:		1,500							Preempt Total:	-1	-1,500.00			
	16	10-01-2012	10-01-2012	12:05AM - 12:32AM	LF NIGHTLINE 1135P LTC 1/7/13 (6970)			8	30	1	1	1,500	1	1,500.00	
R	17	09-28-2012	09-30-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)			8	30		1 1 1	2,500	3	7,500.00	
	18	10-01-2012	10-01-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)			9	30	1	1	2,500	1	2,500.00	
R	19	10-01-2012	10-01-2012	10:00PM - 11:00PM	PRIME MO10 (7010)			8	30	1	1	6,400	1	6,400.00	
	20	09-28-2012	09-28-2012	10:00PM - 11:00PM	PRIME FR10 (7044)			9	30		1	2,000	1	2,000.00	
										Contracted Gross Total:	29	79,200.00			
										Actual Gross Total:	31	79,200.00			
										Agency Commission:		11,880.00			
										Net Total:		67,320.00			

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Contract No 400670	Contract Dt 09-27-2012	Revision Dt 09-27-2012	Rev# 1	Advertiser CASEY FOR SENATE, BOB	Brand BOB CASEY FOR SENATE	Product Code POLITICALS	Station/Market WPVI - PHILADELPHIA
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Agency Est#	CMS # 245316	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 09-28-2012	End Date 10-01-2012	Billing M (Broadcast Month, Cycle 1)	Package N	Contract Title 245316
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Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Month/YR	Preempted			Made Good	Contract Total			Adjustments						Actual Total			
Sep 12	1,500.00			1,700.00	38,200.00			200.00 DB						38,400.00			
Oct 12	3,000.00			2,800.00	41,000.00			200.00 CR						40,800.00			
TOTAL	4,500.00			4,500.00	79,200.00			0.00						79,200.00			

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